

Abstract of the Disclosure

A discount sale management apparatus has a discount rate registration unit, a selling price setting unit, a product information and price provision unit, and an order receipt unit. The discount rate registration unit receives and registers discount information about product discount sale from a seller over a network N. The selling price setting unit counts a sales quantity; while the sales quantity is less than a planned discount sales quantity, sets a discount price produced by discount from an original price as a selling price, based on the discount information; and after the sales quantity reaches the planned discount sales quantity, sets the original price as the selling price. The product information and price provision unit provides a selling price set by the selling price setting unit to a purchaser over the network. The order receipt unit receives purchase orders from the purchaser.